**Conspiracy Types**

Who Dunnit?

Example: JFK/911

* It definitely happened.
  + With these types there is no denial of whether or not the event occurred. The question is who was responsible and why?
* Walk the audience through the facts.
  + Tell them what happened. Help them picture the day on which the incident occurred.
* Who is involved? Who do we think was involved?
  + Take those questions and use facts to prove your point.
  + Make sure you give the intentions and rational why some of these other people may be involved.
* Take the facts and redirect them.
  + Make the reader start to question the “actual” story by redirecting the facts at the ones you are trying to pin the event on.

Did it Happen?

Example: Shakespeare/Moon Landing

* What do we know?
  + What are the hard facts?
* What do we think we know?
  + What are labeled as facts, but can be questioned?
* Who says that it did?
  + Who backs up the theory and under what grounds?
* What do you think?
  + Where do you stand on the issue?
* Discredit the Facts-What would we lie?
  + Helo your audience see your side.

Alternate Intentions

Example: Freemasons/ Illuminati

* They do exist. History
  + There is not a doubt that these groups exist, just under what pretense.
* What do we know?
  + What are the historical facts behind what we do know?
* What do we think we know?
  + What elements are shrouded in fact, but remain questionable.
* Use the secretive nature to your advantage.
  + Secrets help you to stretch the truth.
* Spread the Rumors?
  + Hearsay. Find Small rumors and blow them out of proportion.
* What are the intentions?
  + Try to create a fear that these groups have callous intentions.